

Case Study

TravelAuto

www.travelauto.com



Industry

Travel & Hospitality

Partner

Ray Business Technologies, LLC
Suite 700, 5050 Quorum Drive
Dallas – 75254. Texas
USA
www.raybiztech.com

Ajay Ray
+1 214 838 3522/23
ajay.ray@raybiztech.com

Background

Travelauto is a global network of Car Rentals & Passenger Transport service providers, enabling them to reach out to customers directly without having to deal with brokers and agencies. Travelauto provides a platform for Travel & Transport Service Providers viz. Car Rentals, Limousines, Cab companies to sell/distribute their services directly to travelers avoiding middlemen, agents and brokers. Apart from getting direct bookings from customers, the member service providers shall be able to run sales and marketing campaigns/promotions through Travelauto and use customer support tools for servicing customers.

Social media technologies employed on Travelauto platform enable service providers to build network with other service providers for sourcing outbound/inbound business from various parts of the world.

Founded in 2013, Travelauto is a **Car Rental Marketplace**, offering to sell/distribute car hire services for customers directly from trusted regional & international car rental brands. Developed to empower the traveler with instant booking services and comprehensive options **Travelauto** offers a range of best services and round-the-clock customer support.

Goals

Travelauto wanted to have an online portal that allows booking of auto rentals, categorizing them based on country, allowing service providers and users to register, access hot deals, search, blogs, email support, authentication with Active directory, Access control mechanism based on service provider, and user data table fields.

Furthermore, they wanted pages like About Us, Terms & Conditions, Advertisers, Press Releases, Careers, Partners, Write a Review, Site Map and Contact Us.

Challenges

- Maintaining data of service providers
- Fetching results without time lag
- Communicating with database, server and responding to XML services/web services accordingly
- Fetching hot deals depending upon recently updated least price
- Displaying of service providers addresses when location is selected
- Depending upon IP address conversion of currencies
- Validation of prices during checkout
- Displaying location specific maps depending upon latitude and longitude
- Maintaining the reviews and crediting the service provider accordingly

Case Study

Solution

Data maintenance

Data is maintained depending on service provider type

1. Travelauto account holders: The data for this type of service providers is maintained in their database by using Kentico CMS.
2. XML Service Providers: A web request is generated on the fly for all the registered xml service providers. Response is received in xml format for the request.

Time constraint

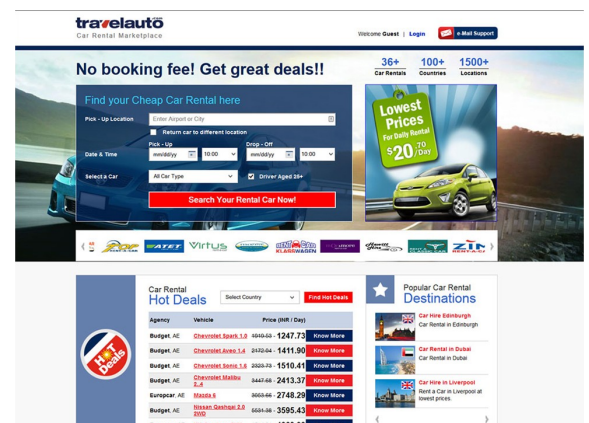
Distinct parameters are taken into consideration to reduce time lag and report the results.

Search

Query runs in the database for available records and at the same point fetches results from web services based on available XML service. The fetched results are shown in increasing order depending upon the deal price and nearest service provider's location.

Hot deals retrieval

Hot deals in home page are being retrieved based on user IP location and least price deals would be shown first in increasing order. Internally, a search query runs to locate the address based on the city selected. Similarly based on the users geographical IP address currency would be detected and conversion of currency is performed using an API.



Book now validations

These charges are cached; once the user selects an add-on through ajax, call data is retrieved.

Review ratings

Reviews are saved in the database and ratings are given to service providers based upon the average of all reviews saved in the database.

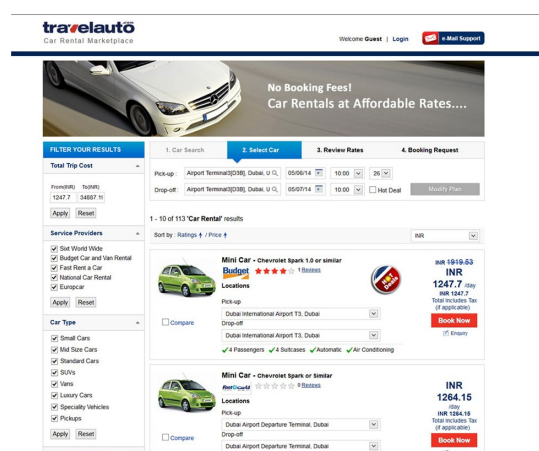
Case Study

Results

The TravelAuto website is more focused, easy to understand, efficient and clearly interprets the website focus to enable the user to select the best car rental. The architecture of the site accommodates the vast amount of content effortlessly, making the site incredibly easy to search. The powerful and feature-rich CMS has enhanced the website with its flexibility to integrate with Car Rental Companies.

Raybiztech helped TravelAuto to get unmatched features, mainly;

- Easily define and execute marketing strategies with automation module
- Email marketing
- Drip marketing
- Portal engine integration
- Users Management
- Newsletter
- E-commerce
- Online forms
- Search and Advanced Search
- Web analytics
- Lead scoring
- Analyze real-time results with campaign management
- A/B and multivariate testing
- Segmentation
- Content Personalization
- Integrate with existing third-party CRM or ERP systems



Key criteria for selecting Kentico CMS

- Faster development—RayBusiness Technologies LLC could build the site faster with fewer resources.
- Kentico CMS 7.0 offers all of the required modules than other CMS' on the market.
- Easily maintainable content management system.
- Content staging option while working with different versions of the hosted site.
- Easily maintainable document management system with workflows.